CHECKLIST FOR SUCCESS

Pick your day and date(s).
- [ ] Explore your calendar of events to look for synergies with other events.
- [ ] Remember, hosting a blood drive on or around holidays is especially important to meet patient needs.

Consider the best locations!
Location, Location, Location!
- [ ] Community blood drives include libraries, fire departments, festivals/health fairs, etc.
- [ ] Consider the best location for your potential donors and the community.

Choose the best hours.
- [ ] Most community blood drives are scheduled Monday to Friday from early afternoon into the evening.
- [ ] Weekend dates are most difficult to secure.

Blood drive donation goal.
- [ ] Establish, set and communicate goals.

Form a committee.
The more the merrier!
- [ ] Seek members from across your organization to help!
- [ ] Consider opportunities to promote your need for a committee or co-chair; monthly meetings, training, holiday events, etc.
- [ ] Hold a blood drive planning meeting and brainstorming session with your team and Account Manager (AM).
- [ ] Ask each member to recruit donors, set a goal and offer a prize for the member that signs up the most!
- [ ] Consider locations/events to conduct sign-up or information tables either at your organization or within the community.

Day of blood drive
- [ ] Display ‘Blood Drive Today’ signs both around the location and within the organization.
- [ ] Make reminder calls and ‘no show’ calls.
- [ ] Organize your volunteers to help.
- [ ] Welcome donors and explain process.
- [ ] Escort donors.
- [ ] Assist in the refreshment area.
- [ ] Use the blood drop costume mascot to promote the drive.

Post blood drive.
- [ ] Keep the good feeling going!
- [ ] Recognize your team and thank your blood donors.
- [ ] Share the results with all and publicize the next blood drive date.

- [ ] Invite neighboring organizations, businesses, etc.
- [ ] HAVE FUN – consider pairing your blood drive with a holiday or special event; Halloween, Election Day, Thanksgiving, December holidays, National Blood Donor Month, Valentine’s Day.
- [ ] Tweet and/or post your drive details via your social media and website.
- [ ] Create an event on Facebook and invite us to co-host.
- [ ] Post your drive on the community calendars of all local media.
- [ ] Dedicate the blood drive to a blood recipient from your organization.

1.800.933.2566
nybc.org

CHRISTIAN requires blood transfusions every 3 weeks.

New York Blood Center
Organizing A Blood Drive

**LETS GET STARTED**

**Confirm with your Account Manager (AM)**

- Day and date of your drive
- Expected # of donors
- The location (blood drive site)
- Hours
  - Work with your AM to determine the best hours for optimal donor participation. Please allow 1.5 – 2 hours before and after your blood drive for set-up and breakdown.
- Double check your site details including ALYX automated red cell technology, directions, loading/unloading, security, food restrictions, site dimensions, outlets, parking (if bus, location and reserved space), etc.
- Double check account details with your AM (leader, population, phone #s, site contact).

Your drive is in 2 weeks…

- Last chance to communicate any changes to your AM! (e.g. location, hours, expected donors, etc.) Changes that occur within a 2 week window are extremely challenging, causing disruption of schedules and requiring immediate attention from many departments.
- Conduct sign-up/information tables and/or a ‘walk-around’ to schedule donors.
- Ensure signs are posted to help remind and communicate important drive information.
- Have your committee **ask people personally!** A friendly face is more effective than an email.
- Tweet and/or post your drive details via your social media, intranet and website.
- Create an event on Facebook and invite us to co-host.
- Communicate donor appointments and expected # of donors to your AM in order to ensure proper staffing and supplies.

The waiting is over… it’s the day of your drive!

- Ensure blood center transportation and collection staff have access to the drive site, on the day of the drive.
- Meet our driver (or have a designee) to be sure we can get into the site.
- Display ‘Blood Drive Today’ signage to help direct donors to drive.
- If possible, be present on the day of the blood drive or designate other team members to be on-hand throughout the day to greet, assist and thank donors. Committee members should also make reminder or ‘no-show’ calls to donors.

After the drive

- Find ways to say thank you to your team and donors. Include the results and the date of your next drive.
- Provide results to leadership.
- Your Account Manager will call to discuss drive results, details and opportunities for your next scheduled drive.

Your drive is in 4 to 6 weeks…

- Have a planning meeting with your AM to review the recruitment and operational details of your blood drive. AMs are required to meet with you to finalize all drive details.
- Form a team or committee to assist you with recruitment activities; promote drive, educate potential donors, display signage, assist at sign-up tables, volunteer day of drive, phone calls to potential donors, etc. Don’t forget to brainstorm fun new ideas!
- Have a meeting of committee members with your AM to help motivate and educate your team.
- Review best practices for your market segment (reverse side).

One week to go…

- Last chance to tell us your # of appointments or how many donors you expect! Updates closer to the drive will make it more difficult to staff and supply you appropriately.
- Speak to the custodial staff and/or building managers to ensure they are aware of our arrival and set-up needs.
- Confirm that the room will be clear of furniture and review needed tables, chairs, trash bins, etc.
- Make sure that lighting, electricity, elevators and heating/air conditioning are in working order. Room temperature must meet collection requirements for staff and donors.

- Ensure blood center transportation and collection staff have access to the drive site, on the day of the drive.

New York Blood Center